

DEPARTMENT OF SOCIAL SERVICES

744 P Street, Sacramento, CA 95814



August 23, 1979

ALL-COUNTY INFORMATION NOTICE I-93-79• **TO:** ALL COUNTY WELFARE DIRECTORS**SUBJECT:** CULTURAL AWARENESS TRAINING**REFERENCE:** DIVISION 21 - CIVIL RIGHTS (117.3)

Department of Social Services regulations (Manual of Policies and Procedures 21-117.3) require that each county welfare department establish a cultural awareness program for all employees, to assist in ensuring that applicants and recipients will not be denied equal access to aid or services because of their different cultural background or physical or mental disability. Division 21 further requires that the Department of Social Services provide technical assistance in developing such a program.

In view of the problems involved in providing a manual or guide which tends to "generalize" a subject as sensitive and complex as cultural awareness, the Department of Social Services, Civil Rights Bureau, has instead chosen to act as technical advisor to those counties requesting assistance, thus allowing each county to develop a program reflective of their applicant/recipient population.

In developing a cultural awareness program, the major emphasis should be upon the improvement of the worker/client relationship. This relationship may be enhanced by awareness of the cultural differences which tend to influence behavior and communication and, consequently, the delivery of services. County training personnel should establish a positive liaison with all levels of staff to assess their training needs, specifically define the goals and objectives and acquaint staff with the relevance of the subject to their position within the department.

Training personnel should consider interviewing welfare advocate groups, community organizations, selected county welfare department staff, and applicants/recipients as a means of identifying culturally related problems. A random sampling of case files may also provide a comparison which could indicate unequal treatment of culturally different clients. The end product of the cultural

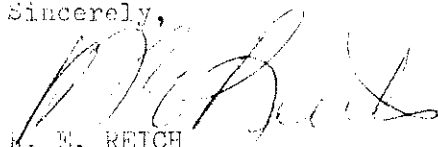
awareness program should be such that the participants will be able to:
(1) identify various cultural characteristics and traits that may affect the client/worker relationship, (2) identify attitudes/beliefs that prevent effective communication and (3) apply the program information to everyday situations.

As similarities may exist in the welfare population throughout the State, counties are requested to forward copies of their cultural awareness training material to the Civil Rights Bureau, which will disseminate this information to other counties, thus providing an additional informational resource. The Civil Rights Bureau maintains an updated bibliography of cultural awareness material which will be available upon request. Attached is a listing of audio-visual aids which may be used in conjunction with training programs. Additionally, Civil Rights Bureau staff is available to provide assistance as requested.

It is hoped that this approach will be of use to county welfare departments in developing a cultural awareness training program. For further information, please contact:

Department of Social Services
Civil Rights Bureau
744 P Street
Sacramento, CA 95814
(916) 322-4134

Sincerely,



R. E. REICH
Deputy Director
Administration Division

Atch.

cc: CWDA

SUGGESTED AUDIO-VISUAL MATERIAL
FOR CULTURAL AWARENESS PROGRAMS

The following audio-visual materials are available through the Department of Social Services, Civil Rights Bureau, (916) 322-4134.

PREJUDICE: PERCEIVING AND BELIEVING (28 Minutes - Color)

This film, narrated by Ed Asner, focuses on stereotypes people have about individuals and groups such as minorities, women, etc. People respond and react differently towards others because of attitudes and preconceptions which are learned or acquired. The film provides an excellent illustration of how prejudgment or prejudicial attitudes affect one's perception of other individuals or groups.

CHANGES (30 Minutes - Color)

The film examines the possibility that an accident or injury could strike anyone, at anytime, which can dramatically change the life of an individual. The film focuses on a number of individuals who must cope with their disabling conditions and their new world.

"504" FACILITY ACCESSIBILITY (Slides - Color)

The slides present various structural barriers which prevent accessibility by handicapped persons. It is suggested that narration be provided by a facilitator who has some knowledge of 504 legislation and facility accessibility requirements. (Written narrative provided with slides.)

EEO SLIDE AND TAPE PRESENTATION

A brief overview of the requirements for Affirmative Action and Equal Employment Opportunity Program.

The following video-tapes were produced and used for the Los Angeles County Cultural Awareness Program. These tapes are available through the Department of Social Services, Civil Rights Bureau.

COURTESY AND THE PUBLIC EMPLOYEE (30 Minutes)

This tape depicts line and supervisory staff dealing with client situations as conceived by community representatives. Highlighted are thought-provoking encounters between clients and line staff and between line staff and supervisors.

ERNIE PETERS: "AN INDIAN VIEWPOINT" (91 Minutes)

Ernie Peters, Western Director of the American Indian Movement, introduces the viewer to the many problems and conflicts Indian people face today. The negative impact of federal policies and the Indian Citizenship Acts are highlighted as critical to understanding why so many Indians are being driven away from tribal homelands into urban poverty.

SERIES MOSAIC: CULTURAL AWARENESS - BLACK HISTORY (30 Minutes)

This video-tape on Black history was produced by the Los Angeles City School District as part of the televised "Mosaic" series. The perspective is broad, running from ancient to modern times. Highlighted are the effects of slavery and the Civil Rights Movement in America.

CULTURAL AWARENESS: THE MEXICAN-AMERICAN (23 Minutes)

Four Mexican-American professors discuss issues of importance to contemporary Mexican-Americans. In addition to historical data, the issues of bilingualism and the undocumented worker are highlighted to clarify myths and stereotypes held by the society at large.

PERSPECTIVES IN CULTURAL AWARENESS - "THE NEXT STEP" (53 Minutes)

Four university professors who are recognized authorities in the ethnic relations area discuss major themes and issues raised in the program. Among the issues discussed are:

1. The effects and indicators of discrimination against minorities;
2. The function of a stereotype;
3. Personal incentives to become culturally aware; and
4. Indicators that one is or is not culturally aware.

This tape ends with the Director emphasizing the importance of this program. He closes with the Department's commitment to Cultural Awareness as a major step toward bettering Department/Community relations.

The following films may be rented by contacting the University of California, Berkeley, Extension Media Center; or by calling (415) 642-0460.

PREJUDICE FILM (28 Minutes)

Employs a series of vignettes to examine the historical origin and contemporary form of racial, ethnic, and religious prejudice in our society. Emphasizes the individual's role in contributing to or eradicating prejudiced attitudes. Shows that a relationship exists between seemingly harmless jokes and the ultimate manifestation of prejudice, violence and even genocide. (1973)

CHICANO (23 Minutes)

Explores the Mexican-American community of East Los Angeles and the growth of the Chicano movement there. Focuses on the question of whether Mexican-American must deny their cultural heritage in order to achieve educational, social, and economic equality. Illustrates the history and many of the problems of the barrio, including poor housing, discrimination in educational opportunities, lack of community services, and unemployment, but also shows some of the community forces acting to improve conditions and bring about change. (1971)

BLACK HISTORY: LOST, STOLEN AND STRAYED (54 Minutes)

Bill Crosby guides you through a history of the attitudes--Black and White--that have shaped the life of the Black American. Explores the complex feelings that Black and White people have for each other, discusses Black achievements that went unrecorded in American history, and reviews the traditional non-recognition of Africa's influence on Western culture. Concludes by pointing out Hollywood's Negro stereotype, deeply rooted in American consciousness. (1969)

FORGOTTEN AMERICAN (25 Minutes)

Filed in the Navajo country of the Southwest and in the urban Indian communities of Los Angeles and Chicago. The film examines the Indian alienation from the rest of American society. The film proves with statistics that the percentages of malnutrition, mortality rates, impoverished families, mental illness, suicides, dropouts and juvenile delinquency are abnormally high in the created ghettos of the reservations. (1968)

WAY OF OUR FATHERS (33 Minutes)

Northern California Indian tribes depict unique elements of a way of life as it flourished before the imposition of a foreign culture. The film discusses the destruction of self-concepts and the loss of cultural heritage and identity by conventional White oriented education. The film also shows certain cultural elements--Indian languages, a knowledge of true Indian history, and a sense of closeness with nature--known to be essential to the preservation of the Native Americans' sense of identity and value system. (1972)

I AM JOAQUIN (20 Minutes)

Dramatizes Corky Gonzales' historical poem of the Chicano people's experiences and achievements. Includes conquest of Mexico and revolutionary struggles there, the farm workers' movement led by Cesar Chavez, and Chicano students and community groups organizing for equality and civil rights.

The following video tapes are parts of a program entitled Contemporary California Issues. Each tape provides an overview into problems which currently faces our society. Each cassette contains a fully produced 30 minute program. For information concerning availability, contact the State Department of Social Services, Civil Rights Bureau.

RACISM

This program examines racism by focusing on one California group: native Americans. Examination of several factors affecting unconscious and institutional racism takes the viewer to an Indian reservation, to the Bureau of Indian Affairs, and to spokespersons of the American Indian movement and the United Development Association. It also looks at Hollywood's treatment of Indians and considers TV and press attitudes.

POVERTY

This two-part program examines poverty from many aspects. Camera crews in Yuba City and Marysville examine white poverty in Northern California. Basic to the entire question of poverty is power, and how the system controls that power to create the poverty cycle--a way of life sufficiently different to qualify as a separate control.

SEXISM

This program examines the chronological "tracking" that creates the subtle discrimination against women today. Beginning with attitudes towards children at birth, the program looks at home roles, school textbook biases, the media, and blocks to career choices. Set against the background of modern-day beauty pageant and its contestants, the program seeks to define the extent of sexism in today's society.

AGING

This program looks at the "aging" process in California, and our society's attitude regarding the welfare of older persons. Camera crews throughout the state examine economic problems of aging as they explore medical needs, social security, job discrimination, and pensions. Two important social problems are touched upon: loneliness and alcoholism.